

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method  
2 for determining user profile information for a user, the  
3 computer-implemented method comprising:  
4 a) determining initial user profile information for  
5 the user using information included in past search  
6 queries submitted to a search engine by the user,  
7 wherein such information is independent of documents  
8 returned as search results to the past search queries;  
9 b) inferring user profile information for the user;  
10 and  
11 c) determining the user profile information for the  
12 user using both the initial user profile information  
13 and the inferred user profile information; and  
14 d) controlling the serving of an advertisement to the  
15 user using the determined user profile information.

Claim 2 (canceled)

1 Claim 3 (previously presented): The computer-implemented  
2 method of claim 1 wherein the act of determining an initial  
3 user profile information for the user further uses past  
4 document selections by the user.

Claim 4 (canceled)

1 Claim 5 (previously presented): The computer-implemented  
2 method of claim 1 wherein the initial user profile includes  
3 a plurality of attributes, each of the plurality of  
4 attributes having a value and a score.

1 Claim 6 (previously presented): The computer-implemented  
2 method of claim 5 wherein the score indicates a likelihood  
3 that the value of the attribute is correct.

1 Claim 7 (currently amended): A computer-implemented method  
2 for determining user profile information for a user, the  
3 computer-implemented method comprising:

- 4 a) determining initial user profile information for  
5 the user;
- 6 b) inferring user profile information for the user;  
7 and
- 8 c) determining the user profile information for the  
9 user using both the initial user profile information  
10 and the inferred user profile information; and
- 11 d) controlling the serving of an advertisement to the  
12 user using the determined user profile information,  
13 wherein the act of inferring user profile  
14 information for the user includes
  - 15 i) defining a node for each of a number of  
16 documents and the user, wherein each node  
17 represents a particular one of the number of  
18 documents or the user,
  - 19 ii) adding edges between nodes if there is an  
20 association between the nodes to define a graph,  
21 wherein there is an association between at least  
22 two of the nodes, and
  - 23 iii) inferring user profile information for the  
24 user using a topology of the graph and user  
25 profile information of other documents.

1 Claim 8 (currently amended): The computer-implemented  
2 method of claim 7 wherein an edge is added between first  
3 and second nodes if a document corresponding to the first  
4 node was returned in a search results page to a search  
5 query from the user corresponding to the second node, and  
6 wherein at least one document corresponding to the first  
7 node was returned in a search results page to a search  
8 query from the user corresponding to the second node.

1 Claim 9 (currently amended): The computer-implemented  
2 method of claim 7 wherein an edge is added between first  
3 and second nodes if a document corresponding to the first  
4 node was selected by the user corresponding to the second  
5 node, and wherein at least one document corresponding to  
6 the first node was selected by the user corresponding to  
7 the second node.

1 Claim 10 (currently amended): The computer-implemented  
2 method of claim 7 wherein an edge is added between first  
3 and second nodes if a document corresponding to the first  
4 node is linked with a document corresponding to the second  
5 node, and wherein at least one document corresponding to  
6 the first node is linked with at least one document  
7 corresponding to the second node.

1 Claim 11 (currently amended): The computer-implemented  
2 method of claim 7 wherein an edge is added between first  
3 and second nodes if a document corresponding to the first  
4 node was visited by a set of users that have visited  
5 another document corresponding to the second node, and  
6 wherein at least one document corresponding to the first

7 node was visited by a set of users that have visited at  
8 least one other document corresponding to the second node.

1 Claim 12 (currently amended): The computer-implemented  
2 method of claim 7 wherein an edge is added between first  
3 and second nodes if a user corresponding to the first node  
4 visited a set of one or more documents also visited by  
5 another user corresponding to the second node, and wherein  
6 the user corresponding to the first node visited a set of  
7 one or more documents also visited by the other user  
8 corresponding to the second node.

1 Claim 13 (previously presented): The computer-implemented  
2 method of claim 7 wherein the act of inferring user profile  
3 information for the user using a topology of the graph  
4 includes

5 i) multiplying the initial user profile  
6 information of the user by a first value to  
7 generate a first product;  
8 ii) multiplying user profile information of  
9 neighboring graph nodes by a second value to  
10 generate a second product; and  
11 iii) adding the first product and the second  
12 product.

1 Claim 14 (currently amended): A computer-implemented  
2 method for determining user profile information for a  
3 document, the computer-implemented method comprising:  
4 a) determining initial user profile information for  
5 the document;  
6 b) inferring user profile information for the  
7 document;

8           c) determining the user profile information for the  
9           document using both the initial user profile  
10          information and the inferred user profile information;  
11          d) associating with the document, the determined user  
12          profile information for the document; and  
13          e) storing the association of the document with the  
14          determined user profile information for the document;  
15          and  
16          f) controlling the serving of an advertisement with  
17          the document using the determined user profile  
18          information for the document stored in association  
19          with the document.

1   Claim 15 (previously presented): The computer-implemented  
2   method of claim 14 wherein the act of determining an  
3   initial user profile information for the document uses  
4   content information from the document.

1   Claim 16 (previously presented): The computer-implemented  
2   method of claim 14 wherein the act of determining initial  
3   user profile information for the document uses document  
4   meta information.

1   Claim 17 (previously presented): The computer-implemented  
2   method of claim 14 wherein the act of determining initial  
3   user profile information for the document uses (i) content  
4   information from the document, and (ii) document meta  
5   information.

1   Claim 18 (previously presented): The computer-implemented  
2   method of claim 14 wherein the initial user profile

3 information includes a plurality of attributes, each of the  
4 plurality of attributes having a value and a score.

1 Claim 19 (previously presented): The computer-implemented  
2 method of claim 18 wherein the score indicates a likelihood  
3 that the value of the attribute is correct.

1 Claim 20 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of inferring user  
3 profile information for the document includes  
4 i) defining a node for each of a number of  
5 documents and for each of a number of users,  
6 wherein each node represents a particular one of  
7 the number of documents or a particular one of  
8 the number of users,  
9 ii) adding edges between nodes if there is an  
10 association between the nodes to define a graph,  
11 wherein there is an association between at least  
12 two of the nodes, and  
13 iii) inferring user profile information for the  
14 document using a topology of the graph and user  
15 profile information of users and of other  
16 documents.

1 Claim 21 (currently amended): The computer-implemented  
2 method of claim 20 wherein an edge is added between first  
3 and second nodes if a document corresponding to the first  
4 node was returned in a search results page to a search  
5 query from the user corresponding to the second node, and  
6 wherein at least one document corresponding to the first  
7 node was returned in a search results page to a search  
8 query from the user corresponding to the second node.

1 Claim 22 (currently amended): The computer-implemented  
2 method of claim 20 wherein an edge is added between first  
3 and second nodes if a document corresponding to the first  
4 node was selected by the user corresponding to the second  
5 node, and wherein at least one document corresponding to  
6 the first node was selected by the user corresponding to  
7 the second node.

1 Claim 23 (currently amended): The computer-implemented  
2 method of claim 20 wherein an edge is added between first  
3 and second nodes if a document corresponding to the first  
4 node is linked with a document corresponding to the second  
5 node, and wherein at least one document corresponding to  
6 the first node is linked with at least one document  
7 corresponding to the second node.

1 Claim 24 (currently amended): The computer-implemented  
2 method of claim 20 wherein an edge is added between first  
3 and second nodes if a document corresponding to the first  
4 node was visited by a set of users that have visited  
5 another document corresponding to the second node, and  
6 wherein at least one document corresponding to the first  
7 node was visited by a set of users that have visited at  
8 least one other document corresponding to the second node.

1 Claim 25 (currently amended): The computer-implemented  
2 method of claim 20 wherein an edge is added between first  
3 and second nodes if a user corresponding to the first node  
4 visited a set of one or more documents also visited by  
5 another user corresponding to the second node, and wherein  
6 the user corresponding to the first node visited a set of

7 one or more documents also visited by the other user  
8 corresponding to the second node.

1 Claim 26 (previously presented): The computer-implemented  
2 method of claim 20 wherein the act of inferring user  
3 profile information for the document using a topology of  
4 the graph includes  
5 i) multiplying the initial user profile  
6 information of the document by a first value to  
7 generate a first product;  
8 ii) multiplying user profile information of  
9 neighboring graph nodes by a second value to  
10 generate a second product; and  
11 iii) adding the first product and the second  
12 product.

Claims 27-32 (canceled)

1 Claim 33 (currently amended): Apparatus for determining  
2 user profile information for a user, the apparatus  
3 comprising:  
4 a) means for determining initial user profile  
5 information for the user using information included in  
6 past search queries submitted by the user, wherein  
7 such information is independent of documents returned  
8 as search results to the past search queries;  
9 b) means for inferring user profile information for  
10 the user; and  
11 c) means for determining the user profile information  
12 for the user using both the initial user profile  
13 information and the inferred user profile information;  
14 and

15        d) means for controlling the serving of an  
16        advertisement to the user using the determined user  
17        profile information.

Claim 34 (canceled)

1        Claim 35 (previously presented): The apparatus of claim 33  
2        wherein the means for determining an initial user profile  
3        information for the user further use past document  
4        selections by the user.

Claim 36 (canceled)

1        Claim 37 (original): The apparatus of claim 33 wherein the  
2        initial user profile includes a plurality of attributes,  
3        each of the plurality of attributes having a value and a  
4        score.

1        Claim 38 (original): The apparatus of claim 37 wherein the  
2        score indicates a likelihood that the value of the  
3        attribute is correct.

1        Claim 39 (currently amended): Apparatus for determining  
2        user profile information for a user, the apparatus  
3        comprising:  
4            a) means for determining initial user profile  
5            information for the user;  
6            b) means for inferring user profile information for  
7            the user; and  
8            c) means for determining the user profile information  
9            for the user using both the initial user profile

10 information and the inferred user profile information;  
11 and  
12 d) means for controlling the serving of an  
13 advertisement to the user using the determined user  
14 profile information,  
15 wherein the means for inferring user profile  
16 information for the user include means for  
17 i) defining a node for each of a number of  
18 documents and the user, wherein each node  
19 represents a particular one of the number of  
20 documents or the user,  
21 ii) adding edges between nodes if there is an  
22 association between the nodes to define a graph,  
23 wherein there is an association between at least  
24 two of the nodes, and  
25 iii) inferring user profile information for the  
26 user using a topology of the graph and user  
27 profile information of other documents.

1 Claim 40 (currently amended): The apparatus of claim 39  
2 wherein the means for adding edges adds an edge between  
3 first and second nodes if a document corresponding to the  
4 first node was returned in a search results page to a  
5 search query from the user corresponding to the second  
6 node, and wherein at least one document corresponding to  
7 the first node was returned in a search results page to a  
8 search query from the user corresponding to the second  
9 node.

1 Claim 41 (currently amended): The apparatus of claim 39  
2 wherein the means for adding edges adds an edge between  
3 first and second nodes if a document corresponding to the

4 first node was selected by the user corresponding to the  
5 second node, and wherein at least one document  
6 corresponding to the first node was selected by the user  
7 corresponding to the second node.

1 Claim 42 (currently amended): The apparatus of claim 39  
2 wherein the means for adding edges adds an edge between  
3 first and second nodes if a document corresponding to the  
4 first node is linked with a document corresponding to the  
5 second node, and wherein at least one document  
6 corresponding to the first node is linked with at least one  
7 document corresponding to the second node.

1 Claim 43 (currently amended): The apparatus of claim 39  
2 wherein the means for adding edges adds an edge between  
3 first and second nodes if a document corresponding to the  
4 first node was visited by a set of users that have visited  
5 another document corresponding to the second node, and  
6 wherein at least one document corresponding to the first  
7 node was visited by a set of users that have visited at  
8 least one other document corresponding to the second node.

1 Claim 44 (currently amended): The apparatus of claim 39  
2 wherein the means for adding edges adds an edge between  
3 first and second nodes if a user corresponding to the first  
4 node visited a set of one or more documents also visited by  
5 another user corresponding to the second node, and wherein  
6 the user corresponding to the first node visited a set of  
7 one or more documents also visited by the other user  
8 corresponding to the second node.

1 Claim 45 (original): The apparatus of claim 39 wherein the  
2 means for inferring user profile information for the user  
3 using a topology of the graph include means for  
4       i) multiplying the initial user profile  
5       information of the user by a first value to  
6       generate a first product;  
7       ii) multiplying user profile information of  
8       neighboring graph nodes by a second value to  
9       generate a second product; and  
10      iii) adding the first product and the second  
11      product.

1 Claim 46 (currently amended): Apparatus for determining  
2 user profile information for a document, the apparatus  
3 comprising:  
4       a) means for determining initial user profile  
5       information for the document;  
6       b) means for inferring user profile information for  
7       the document;  
8       c) means for determining the user profile information  
9       for the document using both the initial user profile  
10      information and the inferred user profile information;  
11      d) means for associating with the document, the  
12      determined user profile information for the document;  
13      and  
14      e) means for storing the association of the document  
15      with the determined user profile information for the  
16      document; and  
17      f) means for controlling the serving of an  
18      advertisement with the document using the determined  
19      user profile information for the document stored in  
20      association with the document.

1 Claim 47 (original): The apparatus of claim 46 wherein the  
2 means for determining an initial user profile information  
3 for the document use content information from the document.

1 Claim 48 (original): The apparatus of claim 46 wherein the  
2 means for determining initial user profile information for  
3 the document use document meta information.

1 Claim 49 (original): The apparatus of claim 46 wherein the  
2 means for determining initial user profile information for  
3 the document use (i) content information from the document,  
4 and (ii) document meta information.

1 Claim 50 (original): The apparatus of claim 46 wherein the  
2 initial user profile information includes a plurality of  
3 attributes, each of the plurality of attributes having a  
4 value and a score.

1 Claim 51 (original): The apparatus of claim 50 wherein the  
2 score indicates a likelihood that the value of the  
3 attribute is correct.

1 Claim 52 (currently amended): The apparatus of claim 46  
2 wherein the means for inferring user profile information  
3 for the document include means for  
4       i) defining a node for each of a number of  
5        documents and for each of a number of users,  
6       ii) adding edges between nodes if there is an  
7        association between the nodes to define a graph,  
8       wherein there is an association between at least  
9       two of the nodes, and

10                   iii) inferring user profile information for the  
11                   document using a topology of the graph and user  
12                   profile information of users and of other  
13                   documents.

1   Claim 53 (currently amended): The apparatus of claim 52  
2   wherein the means for adding edges adds an edge between  
3   first and second nodes if a document corresponding to the  
4   first node was returned in a search results page to a  
5   search query from the user corresponding to the second  
6   node, and wherein at least one document corresponding to  
7   the first node was returned in a search results page to a  
8   search query from the user corresponding to the second  
9   node.

1   Claim 54 (currently amended): The apparatus of claim 52  
2   wherein the means for adding edges adds an edge between  
3   first and second nodes if a document corresponding to the  
4   first node was selected by the user corresponding to the  
5   second node, and wherein at least one document  
6   corresponding to the first node was selected by the user  
7   corresponding to the second node.

1   Claim 55 (currently amended): The apparatus of claim 52  
2   wherein the means for adding edges adds an edge between  
3   first and second nodes if a document corresponding to the  
4   first node is linked with a document corresponding to the  
5   second node, and wherein at least one document  
6   corresponding to the first node is linked with at least one  
7   document corresponding to the second node.

1 Claim 56 (currently amended): The apparatus of claim 52  
2 wherein the means for adding edges adds an edge between  
3 first and second nodes if a document corresponding to the  
4 first node was visited by a set of users that have visited  
5 another document corresponding to the second node, and  
6 wherein at least one document corresponding to the first  
7 node was visited by a set of users that have visited at  
8 least one other document corresponding to the second node.

1 Claim 57 (currently amended): The apparatus of claim 52  
2 wherein the means for adding edges adds an edge between  
3 first and second nodes if a user corresponding to the first  
4 node visited a set of one or more documents also visited by  
5 another user corresponding to the second node, and wherein  
6 the user corresponding to the first node visited a set of  
7 one or more documents also visited by the other user  
8 corresponding to the second node.

1 Claim 58 (original): The apparatus of claim 52 wherein the  
2 means for inferring user profile information for the  
3 document using a topology of the graph include means for  
4 i) multiplying the initial user profile  
5 information of the document by a first value to  
6 generate a first product;  
7 ii) multiplying user profile information of  
8 neighboring graph nodes by a second value to  
9 generate a second product; and  
10 iii) adding the first product and the second  
11 product.

Claims 59-64 (canceled)

1 Claim 65 (previously presented): The computer-implemented  
2 method of claim 14 wherein the determined user profile  
3 information is associated with the document, not with a  
4 user.

1 Claim 66 (previously presented): The apparatus of claim 46  
2 wherein the determined user profile information is  
3 associated with the document, not with a user.

Claims 67-76 (canceled)